



No. of Pages - 16

No of Questions - 07

**SCHOOL OF ACCOUNTING AND BUSINESS**  
**BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE**  
**PROGRAMME**

**YEAR I SEMESTER I – INTAKE VII (GROUP A)**  
**END SEMESTER EXAMINATION – JANUARY 2017**

**BCM 10125 Business Communication I**

Date : 1st February 2017  
Time : 9.00 a.m. - 11.30 a.m.  
Duration : Two and a half (02 ½) hours

**Instructions to Candidates:**

- Write the Index Number in the space provided at the top of this sheet. Do not write your name anywhere in this question paper.
- Answer **ALL** questions in this paper itself.
- This paper consists of five sections (A,B,C, D and E)
- The total marks for the paper is 100.
- The marks for each question are shown in brackets.
- Answers should be written neatly and legibly.

## SECTION A - VOCABULARY AND GRAMMAR

### **Question No. 01**

Read the following extract from a magazine article about taking control of your career. Use the given words to form one word that fits in the same numbered gap in the text.

For each question 01-06, write the new word in CAPITAL LETTERS on your answer sheet.  
The (0) has been done for you as an example

### **Obtaining the most from your role as an accountant**

Individuals who commit to a process of continuing (0) **DEVELOPMENT** (DEVELOP) will have the greatest opportunities to shape their careers. If you are currently employed in an accountancy or finance related role, you should be looking for opportunities within the workplace to gain wider experience, knowledge and greater responsibility. Most organisations conduct a performance (1) \_\_\_\_\_ (APPRAISE) with each member of staff; this is an opportunity for you to discuss your training (2) \_\_\_\_\_ (REQUIRE). You should approach this meeting with the (3) \_\_\_\_\_ (INTEND) of seeking feedback on how you can enhance those skills which contribute to the realisation of business goals. Often, personal needs can be matched with business needs to the advantage of both you and your employer.

The (4) \_\_\_\_\_ (EFFECTIVE) of such discussions are greatly enhanced by knowing where you are now – your current level of competence. Your training record should (5) \_\_\_\_\_ (ABLE) you to do this, and can be used to plan your career to help you gain the experience required for (6) \_\_\_\_\_ (MEMBER) of professional organisations.

**(Total 10 marks)**

## **Question No. 02**

Read the following extract from an article about accounting ratios.

Write the letter of the selected word in the relevant gap. The first has been done for you as an example

### **FINANCIAL STATEMENTS AND PROFITABILITY RATIOS**

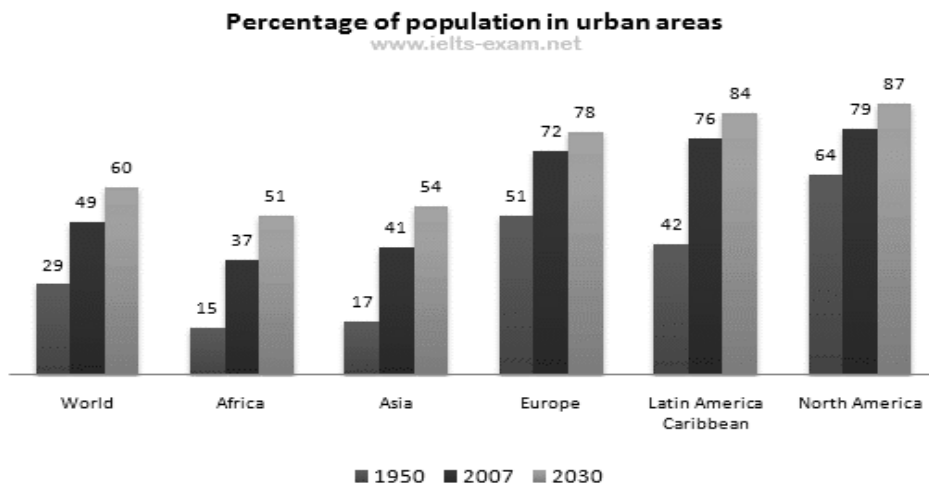
The financial statements of a business provide important information for individuals outside the organisation who do not (0) **B** access to the internal accounts. For example, existing and (1) \_\_\_\_\_ shareholders can see how much profit a business made, the value of its assets and the level of cash (2) \_\_\_\_\_. Although these figures are useful, they do not mean a great deal by themselves. In order to (3) \_\_\_\_\_ any real sense of the figures in the final accounts, they need to be properly analysed using accounting ratios and then (4) \_\_\_\_\_ with either the previous year's ratios or against averages for the industry. The profitability of a company is important and a key (5) \_\_\_\_\_ of its success. In the profit and loss account the figures shown for gross profit and net profit mean very little by themselves. However, by expressing them as a percentage of sales they become much more useful. The figures can then be evaluated against those of previous years', or with those of similar companies.

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
0.	hold	have	grant	keep
1.	eventual	promising	aspiring	potential
2.	reserves	stocks	quantities	stores
3.	reach	find	take	make
4.	differentiated	opposed	compared	balanced
5.	measure	evidence	mark	proof

**(Total 10 marks)**

### **Question No. 03**

The bar chart below gives information about the percentage of the population living in urban areas in the world and in different continents.



[Source: ielts-exam.net]

Use one word from the box to complete each blank. You may use a word only once.

by contrast	in spite of	compares	smaller
shows	marked	double	highest

The bar chart \_\_\_\_\_ the urbanization percentage of the world in 1950 and \_\_\_\_\_ this with the percentage in 2007 and the projected percentage for 2030.

Between 1950 and 2030, the proportion of the world's population residing in cities is expected to \_\_\_\_\_, growing from 29% to 60%. However, this rate is less \_\_\_\_\_ in some continents than others. For example, 64% of the population of North America was urban in 1950, increasing to 79% by 2007. \_\_\_\_\_, just 15% of the African population was urban in 1950, but this rose to 37% by 2007. This represents one of the \_\_\_\_\_ urbanization rates in the world, even though the percentage of Africans in urban areas is still \_\_\_\_\_ than the world average.

It is also clear from the graph that, urbanization in Latin America is projected to be higher than Europe in 2030, \_\_\_\_\_ being lower in 1950.

**(Total 16 marks)**

## **SECTION B - LISTENING AND COMMUNICATION SKILLS**

### **Question No. 04**

#### **PART ONE (Questions 1 – 12)**

- You will hear three telephone conversations or messages.
- Write **one or two words or a number** in the numbered spaces on the notes or forms below.
- You will hear each recording twice.

#### **Conversation One**

##### **(Questions 1 – 4)**

- Look at the notes below.
- You will hear a woman telephoning a conference centre office.

#### **NOTES ABOUT SEMINAR**

Date: 21st February

Title: **(1)** \_\_\_\_\_

Time: 10 am – 4 pm.

Venue: **(2)** \_\_\_\_\_

Topic of extra workshop: **(3)** \_\_\_\_\_

Amount payable in advance: **(4)** £ \_\_\_\_\_ per person

## Conversation Two

(Questions 5 – 8)

- Look at the form below.
- You will hear a man calling a computer supplier.

### HILLS PC SUPPLIES

#### Customer Services

#### Telephone Message

**Caller's name:** James Firth

**Client:** Allen and Brown Ltd

**Item(s) ordered:** (5) \_\_\_\_\_

**Order no./date:** HPC02345 / 12-3-02

**Notes:** order was delivered late by the (6) \_\_\_\_\_  
and was supplied without (7) \_\_\_\_\_

**Action:** call to apologise and discuss (8) \_\_\_\_\_

## Conversation Three

(Questions 9 – 12)

- Look at the notes below.
- You will hear a recorded message about a job vacancy.

Position: Manufacturing Administrator

Responsible to: (9) \_\_\_\_\_

Candidates should preferably be qualified in (10) \_\_\_\_\_

The person appointed will need to be (11) \_\_\_\_\_ in their relations with other people.

Salary: (12) \_\_\_\_\_

(Total 24 marks)

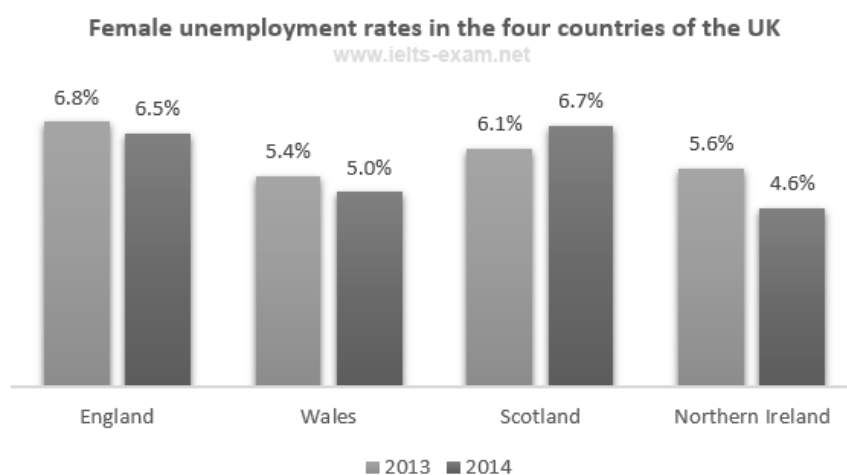
## SECTION C - PRESENTING DATA AND STATISTICAL DATA- GRAPHS

### Question No. 05

The graph below shows female unemployment rates in each country of the United Kingdom in 2013 and 2014.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words. (no more than 160 words)



[Source: ielts-exam.net]

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Handwriting practice lines consisting of 20 horizontal dashed lines.



This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**(Total 10 marks)**

## SECTION D - WRITNG

### Question No. 06

Your manager would like to improve the level of staff motivation in the company and has asked you to write a letter giving details of current levels of motivation and suggesting ways to improve it. (Word count **200-220**. This **DOES NOT** include the postal address)

Write the **letter** for your manager, including the following information:

- explaining how you assessed current motivation levels
- stating the reasons for the current levels
- suggesting ways to improve the situation (recommendations)

[illegible]

Handwriting practice lines consisting of 20 horizontal dashed lines.

Handwriting practice lines consisting of 20 horizontal dashed lines.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**(Total 15 marks)**

## **SECTION E – READING**

### **Question No. 07**

#### **Public relations an increasing vital tool**

For business, public relations (PR) is an increasingly vital marketing tool – especially as traditional forms of advertising struggle to catch consumers' attention. The goal of PR is usually to secure positive coverage in the media, often to reduce the effects of bad publicity. The well-worn tactics include calling a press conference, pitching stories directly to journalists, arranging eye-catching events, setting up interviews and handing out free samples. But as PR profits from advertising's difficulties, it is taking up a host of new stratagems – and seeking to move up the corporate pecking order.

Some journalists regard PR people as a nuisance, or worse. Even so, PR is surprisingly effective, at least according to a recent study by Procter & Gamble (P&G), the world's biggest consumer-products group. P&G is a firm that marketers pay a lot of attention to, not least because of its advertising budget of some \$4 billion. It has always been at the cutting-edge of marketing – P&G is credited with inventing the television soap opera as a new way to sell goods. But with fewer people watching television and the circulation of many papers and magazines declining, the firm has become pickier about where it spends its advertising budget. Increasingly, it wants a measurable return on investment from its campaigns.

In a recent internal study, P&G concluded that the return was often better from a PR campaign than from traditional forms of advertising, according to Hans Bender, the firm's manager of external relations. One reason is that in comparison with many other types of marketing, PR is cheap. In P&G's case, it can represent as little as 1% of a brand's marketing budget. That proportion could now rise, says Mr Bender, although he hastens to add that other forms of advertising and marketing would remain important for the company. If P&G starts to spend more on PR campaigns it will confirm a trend. Of course, not all PR people are selling products or services. Indeed, marketing PR – or “brand communications” as it is sometimes called – is still considered by some in the industry as something of a ‘Cinderella’ business. A recent study in Britain by the Centre for Economics and Business Research (CEBR) found the PR industry there employs 48,000 people. More than 80% were working “in-house”, for companies or other

organisations. Just over half of Britain's in-house PRs work for the public sector, health organisations and charities. These organisations are also the biggest users of PR consultancies. Many of the big PR firms have been consolidated into three giant groups that now dominate the advertising industry, two American and one British. Then there are the independent PR firms, the largest being Edelman. Richard Edelman says that their own studies show the most credible form of communication now comes from “a person like yourself”, which suggests that PR firms have new opportunities to influence peer groups. For instance, it worked for a group of former executives who last year succeeded in ousting Philip Purcell as chief executive of Morgan Stanley. One of the things they did was to set up a website where employees of the Wall Street investment bank could have their say in the controversy. Such work is very different from classic public relations.

The fragmentation of media has seen an explosion in the number of ways people seek news and entertainment, with many turning to websites, cable TV, satellite radio and podcasts. Yet a consequence of the proliferation of media is that original content becomes even more sought after. Hence, crisply written or well-produced PR material can more easily get an airing. Media commentators have noted how PR material is now being published by some local newspapers virtually unedited and unchecked. Some branches of journalism have come to depend on a drip-feed of information and products from the PR industry.

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**Answer the questions below by circling the correct answer.**

1. What does the writer say about PR in the first paragraph?
  - A. It used to be used as damage limitation.
  - B. Its role has changed as consumers are not responding to advertising.
  - C. It is the most important part of a marketing campaign.
  - D. It used to be the best way of dealing with the media.
2. In the second paragraph, what does the writer say about P&G?
  - A. It advertises mainly during TV soap operas.
  - B. It has a good relationship with the press.
  - C. It plans to reduce the amount of TV advertising it has.
  - D. It is respected by people in the marketing industry.

3. P&G's internal study showed that they believe
  - A. traditional advertising is no longer important.
  - B. PR campaigns are often more effective than advertising.
  - C. most companies spend less than 1% on PR.
  - D. advertising budgets are likely to rise in the future.
  
4. In Britain recently, the CEBR found that
  - A. most PR people work for a non-PR organization.
  - B. the public sector only uses PR consultants.
  - C. 'brand communications' is highly respected.
  - D. 80% of PR people work in the public sector.
  
5. What does the writer say about the Edelman firm?
  - A. It has a good relationship with its clients.
  - B. It has produced some unconventional campaigns.
  - C. It prefers to use internet advertising.
  - D. It likes personal contact with consumers.
  
6. What does the writer say about the media in the last paragraph?
  - A. Currently communication channels are overloaded with information.
  - B. **(B)**A lot of PR articles are altered before being printed in publications.
  - C. Journalists prefer to source information from individual companies.
  - D. People are more interested than ever in clear and original messages.

Underline true or false for the correct answer.

1.	For the purpose of business, public relations (PR) is a good investment?	(TRUE/FALSE)
2.	According to a recent study by Procter & Gamble (P&G), the world's biggest consumer-products group. They have spent under a billion dollars in advertising.	(TRUE/FALSE)
3.	According to Hans Bender of P&G, the firm's manager of external relations. One reason is that in comparison with many other types of marketing, PR is expensive.	(TRUE/FALSE)



4.	If P&G starts to spend more on PR campaigns it will confirm a trend. Of course, not all PR people are selling products or services. Indeed, marketing PR – or “brand communications” as it is sometimes called – is still considered by some in the industry as something of a ‘Cinderella’ business.	(TRUE/FALSE)
5.	According to the article just over half of Britain's in-house PRs work for the public sector, banking sector and production companies	(TRUE/FALSE)
6.	Many of the big PR firms have been consolidated into three giant groups that now dominate the advertising industry, two American and one British	(TRUE/FALSE)
7.	Then there are the independent PR firms, the largest being Edelman. Richard Edelman says that their own studies show the most credible form of communication now comes from “a person like yourself”, which suggests that PR firms have new opportunities to influence peer groups.	(TRUE/FALSE)
8.	Media commentators have noted how PR material is now being published by some local newspapers unedited and unchecked. Some branches of journalism are non-dependent on a drip-feed of information and products from the PR industry.	(TRUE/FALSE)
9.	Is this article in light with the negativity of public relations.	(TRUE/FALSE)

**(Total 15 marks)**